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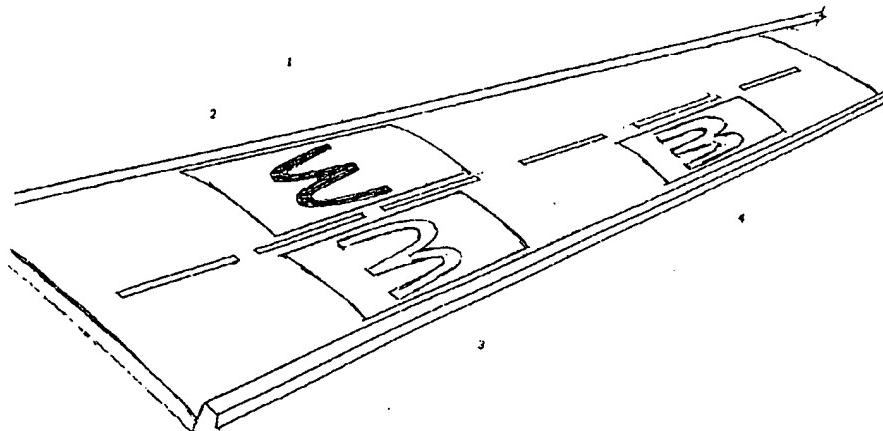
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(54) Title: SYSTEM AND METHOD OF PAVEMENT ADVERTISING



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(57) Abstract: A road advertising system in which advertising indicia is applied to an upper surface of a road forming a carriageway capable of carrying pedestrian and/or vehicular traffic; the system comprising; wheel mounted mobile unit including a source of marking fluid, delivery means to distribute said fluid onto a surface, control means to regulate delivery rate of said fluid, the control means including a computer actuated plotter which controls the path of at least one delivery nozzle associated with the delivery means to form an image on the road surface.